

SACRAMENTO VALLEY ELECTRIC RAILROAD CO.





Artesian Well in Glenn County—One of the Sources of Water Supply for Irrigation



Sacramento Valley Electric Railroad Company

INCORPORATED UNDER THE LAWS
OF THE STATE OF CALIFORNIA

Capital Stock	\$5,000,000
Preferred Stock, 6%	3,000,000
Common Stock	2,000,000



OFFICERS AND DIRECTORS

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RAILROAD OPPORTUNITIES

WITHOUT means of transportation the United States as we know it today would be impossible. The human mind cannot conceive a great nation, a great state or a great city without arteries of traffic.

The greatest fortunes of the world have been earned by transporting freight and passengers. There are more persons supported by incomes from the transportation business than from any other one source.

Men in this day often look back at the early times of railway building, see the tremendous profits that have been made, and wish that they could have then realized the opportunities that were open.

There are greater opportunities awaiting them now. The electric railway opportunities of the present exceed many fold those of the steam roads of the past.

Electric railway building and operation today is an exact science without hazard. Cost has been systematized until it can be figured to a certainty. Incomes are determinable by rules as positive as the tables by which insurance companies calculate mortality. Wise safeguards have been thrown around investments by the statute laws. Electric railway management has long since ceased to be a matter of guesswork. Everything in the great business has been standardized and made safe, practicable and sure.

AN ELECTRIC LINE DEMANDED.

The practical value of electric roads to individuals, to the public, to communities and to investors has so many hundreds of times been proved that all classes of citizens are awake to their importance.

On the west side of the Sacramento river in the Sacramento Valley, California, there has been for years a demand for an electric road. In the early part of 1911 this demand, hitherto unorganized, took definite form. A public meeting was held at Willows. Commercial bodies of the valley sent delegates. The needs of the valley were voiced. And plans were made to effect an organization which would prepare the way for a new line to be built, operated and controlled by the people.

In the counties of Tehama, Glenn, Colusa, Yolo and Solano, through which the line will pass, \$25,000.00 was advanced on stock by the public to make the preliminary surveys, etc. An engineer was engaged, the present officers of the company were named as an executive committee and the work was steadily advanced as planned.

THE OBSTACLES TO BE OVERCOME.

The line with its branches as surveyed presents no engineering difficulties in construction. The country traversed is practically level. Cuts and fills, so often expensive to construct and maintain, are here not encountered. There are no great bridges to build. With



The Sacramento River Near Red Bluff, One of the Sources of Water Supply for Irrigation

rights-of-way acquired on unusually favorable terms, the electric road will be constructed and equipped for a sum per mile notably lower than the average. Likewise as affecting operation expenses, there are no curves of consequence and no severe gradients. In brief, the building and operation of the line are the simplest of undertakings.

The Sacramento Valley Electric Railroad will extend from Red Bluff in Tehama County to Woodland in Yolo County, with an extension from Woodland to a connection with the Oakland, Antioch & Eastern Electric Railroad in Solano County near Rio Vista, and a branch line connecting the towns of Colusa and Williams, and other branch lines to be developed later.

THE GROUND FLOOR OF THE RICHEST VALLEY ON EARTH.

The west side of the Sacramento Valley today, with its present population and in its present state of development, according to the most carefully prepared estimates made after months of study of actual conditions by competent authority, will furnish to the electric road freight and passenger traffic sufficient to pay all of its expenses and six per cent. annual dividends to its stockholders.

Electric railways, however, are not built alone for the present. And this brings us to a consideration of the west side of the Sacramento Valley as it will year

by year affect the electric line which will pass through it.

Really good land, favored by all the elemental blessings that conduce to the welfare and prosperity of mankind, is not in many places found over large territories.

AN IMPORTANT ECONOMIC FACT.

All corners of the earth have been reached by civilization. There are no more continents to discover and populate. The fertile lands of America have been claimed. Yet the population of the world augments and will continue to increase. This great truth, though briefly stated, calls to mind a fact of the highest significance; the multiplying millions of the earth must be fed and the nations of the world must look to improved means of production in their own soils.

The snowbound regions of the United States to the east have not only reached but have passed through their limits of productiveness. The time is rapidly coming when those few favored spots where intensive agriculture may be practiced successfully **MUST** be made to produce to their capacity to help supply the nation with food.

There is not to be found in a compact body anywhere else on earth so much good land awaiting the necessary intensive development as on the west side of the Sacramento Valley, all of which will be served by the Sacra-



Picking Oranges for Shipment in Tehama County

mento Valley Electric Railroad Company's lines.

This development is even now beginning. Economic necessity, the inevitable and inexorable law of supply and demand, is compelling the breaking up of the great grain ranches into small farms.

The cold north must grow the grain.

But the communities favored by many months of sunshine, by deep rich soils and by special atmospheric conditions, where water may be had in abundance to force several crops annually, **MUST** be used to produce the necessities of life which less favored sections will not grow.

FUTURE PROGRESS WILL BE MORE RAPID.

All of this is in a manner elementary and is well known to all. It is cited here merely to remind the reader of the development which the next few years must bring to the now relatively thinly settled west side.

The possibilities of this great section are, however, difficult to understand even by those who see every day the marvelous productivity of the valley soil when under irrigation. This comes of the tendency of many men to look backward and view the progress of the past, forgetful that the progress of the future **MUST**, in the face of a rapidly growing population, be vastly greater and more rapid in proportion.

Southern California is often cited as an example of

what the Sacramento Valley will eventually become. Though the best sections of the south are wonderfully prosperous and in some instances thickly populated, the future will see the northern valley far outstrip the south because here are soils of more permanent fertility and water in vastly more abundance and climate more evenly suited to the production of those necessities of life which day by day the world over are coming more and more in demand.

The west side of the Sacramento Valley is thinly populated today; yet even now the tide of population is coming in, driven, one may say, from the rigorous climate and still more rigorous industrial hardships of the east. That the influx of new settlers will continue and that the valley's population will continue to grow until it is one of the most densely settled regions of the earth, is as certain as any economic fact can ever be. A few more years will witness changes that even the most optimistic would now hear forecasted with doubt.

To realize how rapidly a new country once opened to settlers becomes inhabited, one must broadly understand the terrible pressure which is exerted on the means of subsistence in the crowded centers of the east and in the old world, where, because of exhausted soils and many months of frost and snow, large areas of land are required to produce crops which under irrigation in the Sacramento Valley may be forced in multiplied series from an acre.



Baled Hay Ready for Shipment in Glenn County

KEY TO ELECTRIC SYSTEMS OF THE VALLEY.

And year by year as the population swells, as the great ranches are subdivided into little farms, the usefulness of electric railway facilities will increase. No man will for one moment doubt that in time electric lines will penetrate every remote corner of the valley. That the lines of the Sacramento Valley Electric Railroad are the key to the electric systems of the future, as well as the logical ones to fill the demands of the present, is patent to all.

The new line is an assured profitable investment at the beginning and will become more and more profitable as its territory is developed. The line enters the field under the most favorable of circumstances and to all intents and purposes on the ground floor.

With its cost of building reduced to the minimum, owned, operated and controlled by the people who patronize it, the Sacramento Valley Electric Railroad will within five years from the day of the first public meeting which gave it birth, be worth to its stockholders many times what it cost them.

Its opportunities are as great as those golden ones which the far-sighted railway builders of the last generation were wise enough to grasp. Indeed no man who studies conditions prevailing in the east and in the Sacramento Valley can escape the conclusion that the new electric road offers opportunities to investors, large and small, even greater and manifestly surer and safer, than those which piled up the magnificent fortunes which are the wonder of the modern business world.

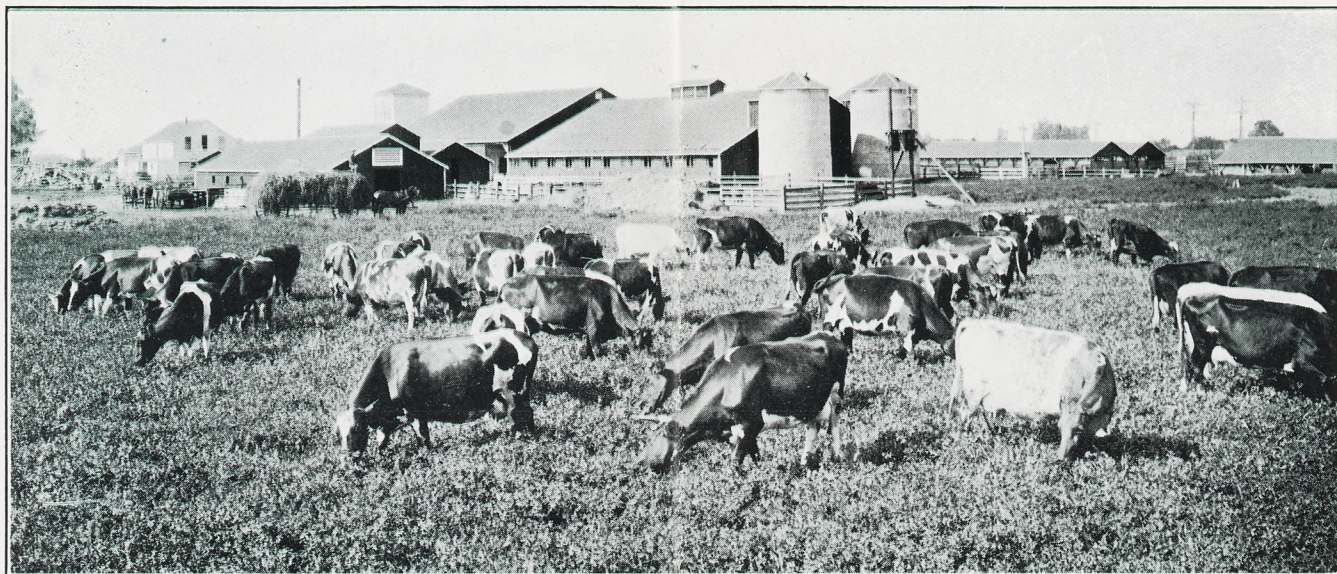
NEW SETTLERS AND ELECTRIC RAILWAY TRAFFIC

While the population of the west side of the valley at present is sufficient to make the electric railway a profitable investment, even if no further development ever should come, it should be remembered that new settlers are very rapidly coming even now; and that they seek the valley for the purpose of engaging in pursuits which furnish a very high percentage of freight to an electric line.

The products of intensive agriculture, in fact virtually all the products of irrigation, are perishable products and must be moved to market with quickness and dispatch. The electric line will furnish the fastest, cheapest, most convenient and safest means of transportation. And every new family moving on a west side farm will mean, at a very low estimate, \$30 a year on the average to the electric railway.

WHAT NEW LINE WILL MEAN TO VALLEY.

One of the greatest inducements that can be offered to the new settler along with the valley climate, water and soil, is transportation by electric road to and from good markets. A farmer who cannot reach a market with his produce, is helpless. At the present time the new investor in valley lands is hampered by inadequate transportation facilities and unsatisfactory rates. This condition has retarded the full development of the west side.



Modern Dairy Scene Near Dixon in Solano County.

With the Sacramento Valley Electric Railroad Company in the field, these conditions will be changed. The new line will furnish the one thing lacking for the swift and successful development of the west side. It will do for the farmer the one thing he cannot do for himself—take his products swiftly and cheaply to market. It will remove at once the only disadvantage. It will throw this vast territory open to new population; and it will guarantee to those who come that if they but do their own part, if they but make their acres produce, they can sell what they raise without question in the best markets of the world. One cannot overestimate this advantage.

The new road will induce population and in return the new population will swell the earnings of the road.

ELECTRIC LINES, MARKETS AND LAND VALUES

Within fifteen minutes' walk of the right-of-way of the Sacramento Valley Electric Railroad are (roughly speaking, there is considerably more) two hundred thousand acres of land. In other words, two hundred thousand acres lie within one mile of the new line. Within five miles lie 1,000,000 acres.

Were this land cut off entirely from communication with the rest of the world it would be worthless. Were it in Europe connected by fast transportation lines with the

world's great cities, its acreage value would be too enormous to contemplate. **It is all a matter of reaching the markets.**

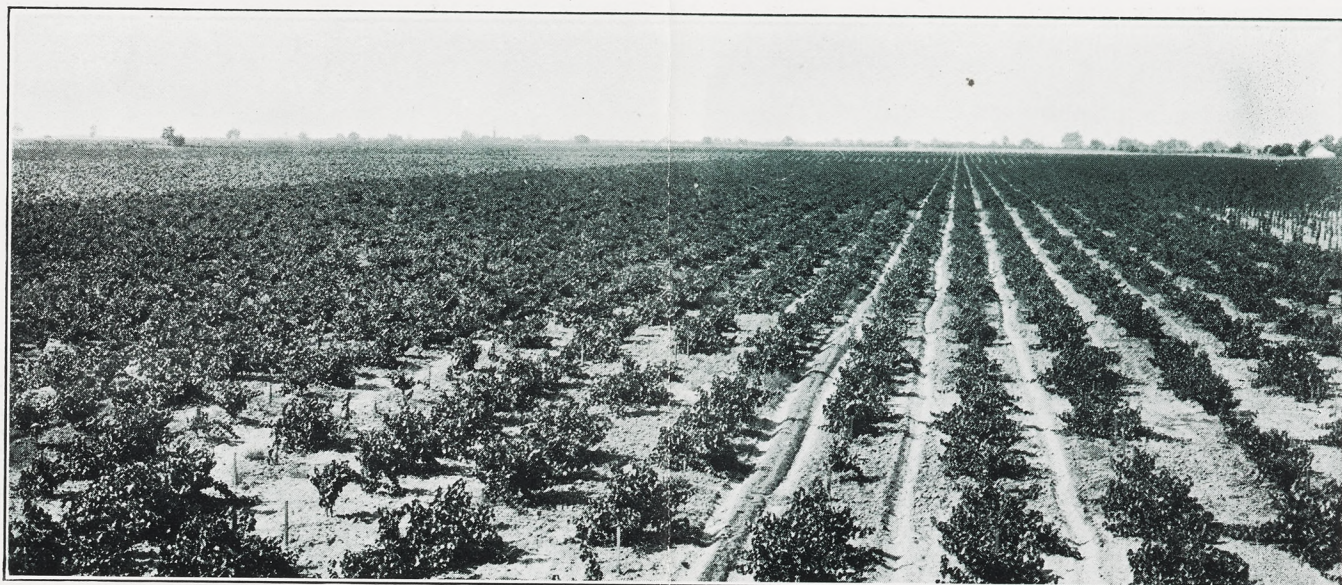
What will the building of the new electric line mean to this land?

Calmly consider this question in your own way, not failing to remember that location is a very great factor in choosing either a city home or place of business or a farm; and that it must be especially great in selecting a farm on which one intends to raise produce to sell.

No man of experience will doubt that the new electric line will increase the value of the 1,000,000 acres lying within five miles of its tracks an average of \$10 an acre. Nor will the increase be fictitious. The saving effected by the cheap and rapid transportation of the land's products will be more **ANNUALLY** than the increase in the price of the land. And the increase is figured once only, while the saving in transportation will be effected every year. The new electric line will, then, bring an actual and legitimate increase of more than \$10,000,000 to the real estate lying within five miles on each side of its tracks.

But the benefit will not stop at five miles!

Every acre of land between the Sacramento river and the summit of the Coast Range mountains will have cheaper and quicker transportation for its produce, and will thereby be made more valuable because capable of earning more net profit. Of course, the nearer to the electric line the land lies, the greater will be the benefit it receives.



Vineyard Scene in Yolo County, Typical of the Country Through Which the Railroad Runs

THE VALUE OF GROUND FLOOR INVESTMENTS

The judgment of a man is his only safe guide in making an investment; and without investing surplus money, no man is likely to gain an income greater than his labor will produce. A ground floor investment is worth a lifetime spent in hard work.

Some men are afraid of investments; and in almost every such case you will find that the fear is inspired by observation of others who have put their money, not in development projects, but in speculations which were controlled by market gamblers.

If you buy stocks in Wall street you pay for them at least all they are worth. If you buy them on "margins" you are merely gambling. If you buy them outright you are getting, if you select reputable properties, an investment that will pay you four or five per cent. If you buy a stock that is fairly and regularly earning twelve per cent. on its face, you will pay two dollars for one to obtain it. In other words, you will not be buying a ground floor stock, but one that has mounted toward the top floor. If you had bought the same stock on the ground floor, you would be drawing a double rate of interest because you would have paid for it its face value only and you would reap the reward of the investor who calmly examines a proposition and if he has faith in it, makes his investment at the beginning of its earning career.

As its earning power increases, the profits of the orig-

inal stockholder increase. But the investor who comes later cannot expect a reward. He must pay for the stock in which he invests what it is worth in earning power at the time he buys it.

In other words, an electric railway built five years ago at a cost of \$10,000,000 may today, by reason of the territory's growth and development, be worth \$20,000,000. If you had invested in its stock at its inception, your stock would now be worth twice what you paid for it. And if you sold it you would get not what it cost you, but what it is worth.

MONEY'S TREMENDOUS EARNING POWER.

Money wisely invested has a tremendous earning power. And this power is not fictitious and unnatural, but natural and real. The associated capital of many men can open up new countries, make the wealth of a nation vastly greater and give employment to thousands. While capital cannot of itself produce wealth, it can and does enable wealth's creation.

Money invested in an electric railway project means the development of the railway's territory. This development means greater profits to the electric road.

A line worth \$5,000,000 and paying 5 per cent today, will when the population and business of its territory doubles, be worth very much more than twice what it cost; for the increase of business will be handled without additional initial investment and with operating expenses not increased in proportion to the increase in business.



Sacramento Valley Irrigation Company's Main Canal, Glenn—Colusa Counties. Source of Water Supply the Sacramento River

For example, a line costing \$5,000,000 and earning in gross \$1,000,000 annually, with operating expenses of \$650,000 would pay more than seven per cent. to its stockholders. When its income became \$2,000,000, its operating expenses would not be doubled, but would increase probably one-fourth; which would mean that its stockholders would draw upwards of 20 per cent. per annum. This is not by any means a large dividend for a development enterprise to pay. However, in the old days of railway construction, before the states and the national government threw the safeguards of the law around them, it was customary to "water the stock" and fictitiously enlarge the capital of the company, thus spreading out the dividends on millions of dollars' worth of stock which did not represent money invested in the enterprise itself and had nothing to do with its earning power. There will be and can be no watered stock in the Sacramento Valley Electric Railroad Co., as the laws of California will not permit it.

Every dollar invested will mean a full dollar's worth of electric railway. All the possibilities, all the increased profits of the future, will be the property of the stockholders.

Those who have acquainted themselves with the possibilities of the west side of the Sacramento Valley are convinced that the new electric line will within a decade pay dividends of from thirty to fifty per cent. This will not be extraordinary or unusual in any sense. Almost any electric railway in America on a basis of its actual cost, is paying profits of this size. The Sacramento Valley Electric Railroad will never be capitalized for one dollar more than it actually costs.

COUNTRIES COMPARED

In the older and more thickly settled regions of the eastern part of the United States and Europe, electric railway franchises have a very great value. Rights of way are costly.

Construction work over hills and through cuts and tunnels and in the bridging of the multitude of streams is very expensive. Electricity, in many cases, is generated in dynamos run by coal burning engines, making operating expenses high.

Furthermore, the increase in population, except in the notable eastern cities, is not great by reason of an influx of new settlers. The east and Europe have in many places reached the highest possible state of development. Yet eastern and European electrics are considered the very highest class of investment stocks and pay the most satisfying dividends.

The electric lines of the eastern coal and oil communities are looked upon as the most safe and conservative investments. Their stocks are considered A1 securities, and undoubtedly they are such. But coal and oil must in time be worked out.

The mines open; population comes in and soon reaches its maximum, because it is seldom that other than miners and their attendant tradesmen seek mining communities as their homes. It takes many years to "work out" a coal bearing area, but eventually the coal is all of it removed.



Alfalfa Field Along the Route of the Sacramento Valley Electric Railroad

The surface of the land in a "worked out" mining country is virtually worthless for agriculture. In several sections of Pennsylvania this desolate rural condition exists. But the most conservative investors do not hesitate to put their money in electric railways in mining countries, for they well know that the profits of one generation will repay them many fold.

IN A FARMING AND FRUIT COUNTRY.

In a farming country where the soil, the water and the climate guarantee an age-long era of prosperity, the situation is immensely improved. The soil of the west side of the Sacramento Valley is today the essence of fertility; and with this is found a climate as perfect as has been discovered on earth; while a vast river and many smaller streams, fed by eternal snows in mountainous regions, and bountiful rains; and underground lakes of gigantic proportions easily tapped by wells, assure water at all seasons for irrigation forever.

Furthermore, the soils of the valley will not deteriorate, but must improve; as, no matter what the original conditions were, they always do where intensive agriculture is practiced. Intensive cultivation calls for the most perfect preparation of the land. The farmer who best protects and upbuilds his soil, reaps the greatest annual income from his crops. In other words, in favored irrigated communities, the producing capacity of the land increases from generation to generation.

There are in India irrigated areas which have been

cultivated continuously since the dawn of history, more fertile today than when they were first claimed from the wild and brought under the plow.

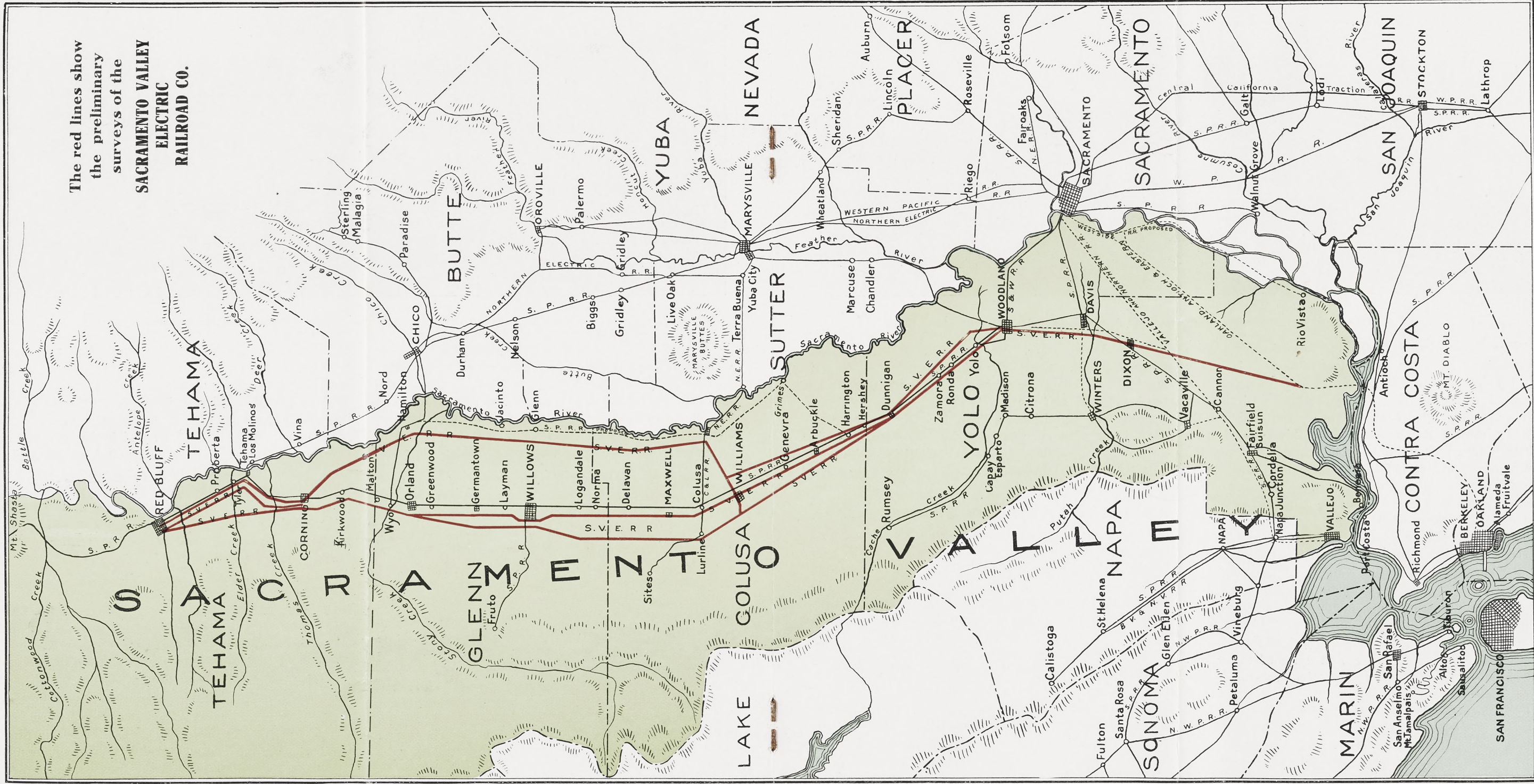
The means of rapid transit which are found in agricultural communities, such as the Sacramento Valley, are institutions, therefore, which strengthen and grow for all time. There is no inevitable time of decay awaiting such a country; but every added year makes its sunny acres more valuable. The Sacramento Valley Electric Railroad in twenty years will be worth a score of times what it cost its owners. It will be the key to the electric railway systems of the west side of the valley forever.

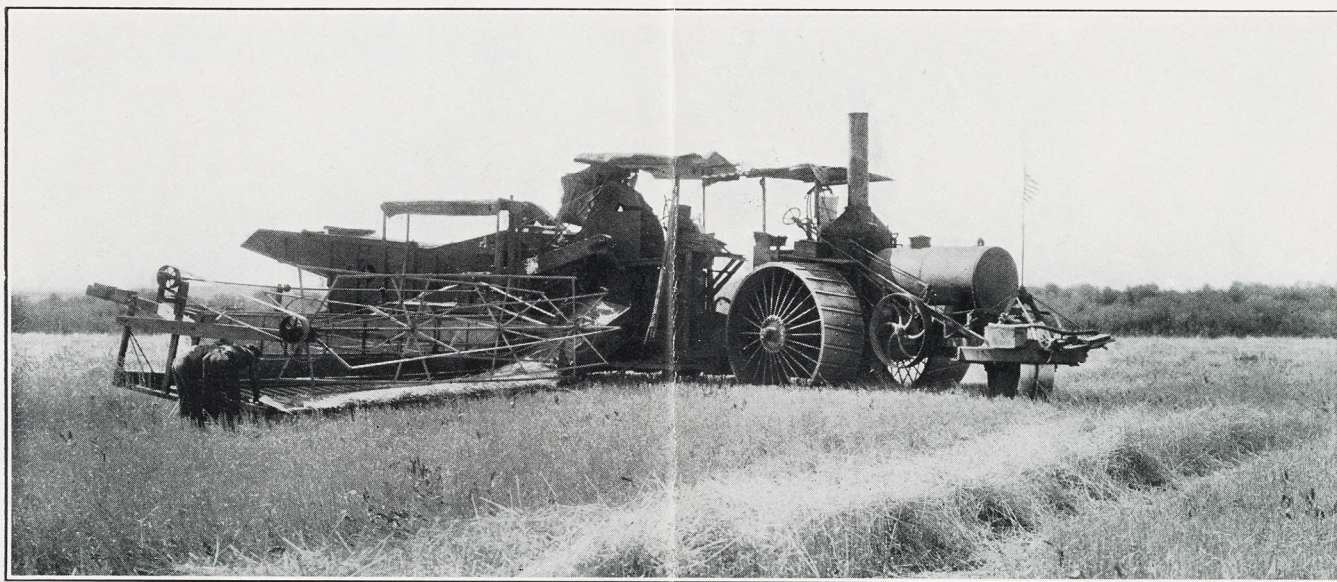
THE VALLEY'S FUTURE

We have briefly touched on the Sacramento Valley's future; but who can estimate its development of the next ten, the next twenty-five years?

Wise men look ahead. He who refuses to see the tendencies of the times is always misled—to his regret. While in all countries there are some who prefer to keep their faces to the past and mourn the former opportunities they neglected, at the same time bewailing the fact that others are seizing opportunities today, the vast majority of men and women turn their faces to the morrow and seek to determine in advance what the prospects are. To these the future of the Sacramento Valley is the marvel of marvels.

The red lines show
the preliminary
surveys of the
**SACRAMENTO VALLEY
ELECTRIC
RAILROAD CO.**





Modern Combined Harvester in Action Near Williams in Colusa County

They know that less favored regions have been transformed from the barrenness of deserts in a few short years into magnificent cities and blooming gardens, where the soil, touched by water from irrigation ditches, prodigally gives forth prosperity and wealth.

They know that the west side of this valley has no waste places. They know it is productive from the river to the mountains. They have seen its "worst land" growing, when skilfully cultivated, crops of alfalfa and fruits of the sub-tropics to a perfection impossible in other sections to attain. And they look into the future, in the light of observation and experience in the past and the present, and see here one of the most densely settled valleys in the world.

They know that scores of thriving towns must grow up; that hundreds of thousands of little farms will be producing manifold crops annually. They look at Ohio, at Massachusetts, at Illinois, lands locked in winter half the year, and see in spite of many disadvantages and drawbacks populations swarming like bees.

They look to Europe at countries whose soils will not produce one-fifth the wealth given forth by the soil of the valley, and see there rural square miles so thickly settled that if here settled equally dense the territory traversed by the new electric railway would contain 20,000,000 souls!

It is not to dream to realize the immensity of this

great valley's future. Look about you! It is even now unfolding. Those who see the incoming tide and wisely take advantage of their opportunities will be the beneficiaries of the development that is to follow.

Study the conditions well in the Sacramento Valley. Look with open eyes at its prospects; and do not for lack of enthusiasm or lack of faith, let its long delayed but swift and certain era of advancement pass you unrewarded by.

A KINGDOM WITHIN FIVE MILES OF TRACKS.

You must remember that of those 1,000,000 acres of land lying within five miles of the Sacramento Valley Electric Railway **EVERY FOOT** can be irrigated and every inch is fertile and productive. On either side of this land lies another half million acres difficult to surpass on the face of the globe! All of it will be under irrigation much within a quarter of a century. This land must be tilled. The world needs what it will produce. There is more than an abundance of water to provide for irrigation.

Take as an example the alfalfa alone; and there are few sections of the world where alfalfa will successfully grow. Any million acres of this west side valley will produce six million tons of alfalfa annually. And this estimate is low, for ten tons to the acre is not uncommon. The demand for alfalfa is world-wide. Even as a raw crop the six million tons which a mil-



Freight Train Drawn by Modern Electric Locomotive Such as Will Be Used on the Sacramento Valley Electric Railroad

lion acres will produce are worth \$40,000,000! But turned into hogs and cows and their finished product, this crop becomes largely increased in value.

And this estimate is far below the actual results obtained by many farmers here today.

But what shall we say of the valley acres when at length they are intensively cultivated in vegetables and fruits? Two hundred dollars an acre is not an uncommon income today from this soil. No farsighted man will doubt that within another generation there will be a million acres on the west side producing at least \$200,000,000 annually. It cannot be otherwise. The world needs, absolutely must have, the products this valley can raise. And in order to attain this grand state of development, no extraordinary inrush of population is necessary.

All that is required is that the influx of the last few years continue. Will it continue? It cannot fail.

THE PANAMA CANAL AND THE PANAMA-PACIFIC EXPOSITION AT SAN FRANCISCO

Time flies. The Panama canal will soon be open. What it means to the Sacramento Valley is not realized yet by many. If the valley were developed to its capacity it would not mean so much. But the valley is yet to be developed. Its produce, now marketed chiefly in the Pacific coast states, will with

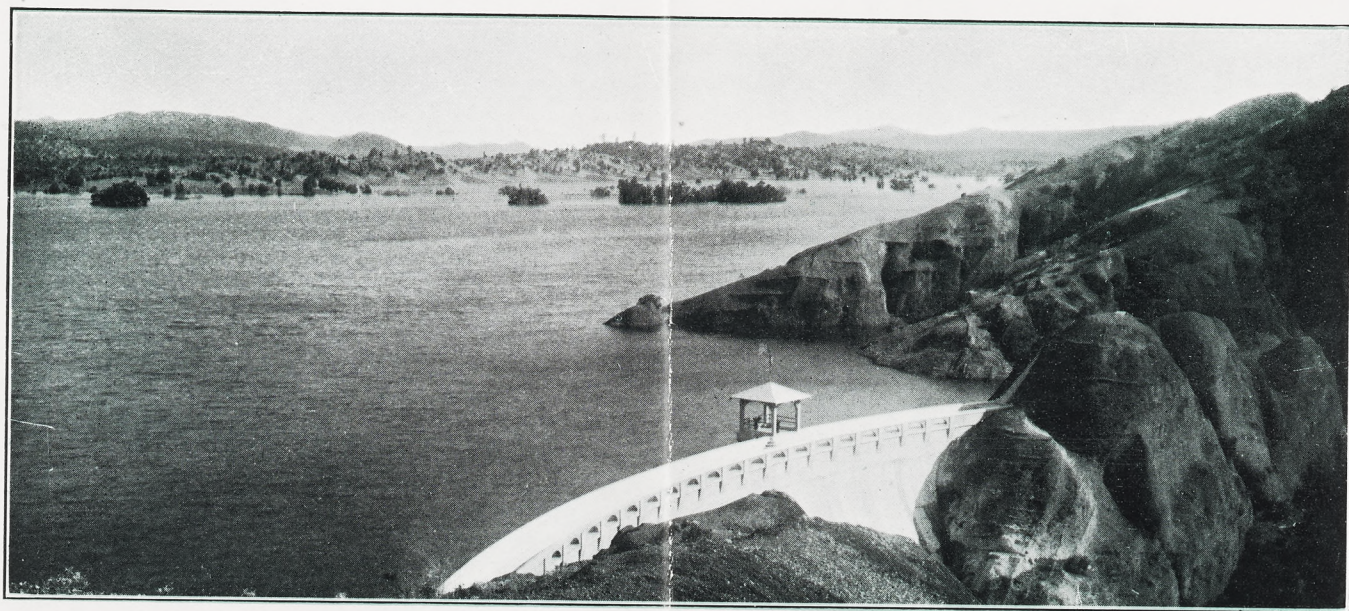
the opening the great government canal, be rushed on fast steamers to the crowded cities of the east.

And these steamers, it is calculated, will compete with transcontinental freight trains in TIME, while the transportation rate will be as nothing in comparison with freight rates now charged by railroads.

Furthermore, the fruits and vegetables, the dairy products and the general ranch commodities of the valley which are in a manner perishable, will be sent to the east through the canal in vessels refrigerated to an even temperature, thus landing them in New York, Philadelphia, Boston, and other eastern ports, as well as seaports in Europe, practically as fresh and sweet as when they left the farm.

WORKERS OF THE SOIL WILL COME.

On the other hand, the very fact of the widened markets will induce new settlers in the valley. The demand for valley produce, and especially for the earlier produce of the seasons, will have to be supplied. More people will come to supply it. The past years have seen the eastern seaports draw from Europe hundreds of thousands of sturdy men and women. These people, trained in toil, come to our shores to WORK. They are frugal, energetic and ambitious. The greater portion of them are among the best farmers in the world. And it is the farming class which California will draw, for California is a farming



Great Irrigation Reservoir of United States Government in Glenn County—The Orland Project

state. With the Panama canal open, the strong sons and daughters of Germany, of Ireland, of Sweden and Norway and Denmark, of France, Italy and England and Scotland, in fact of all Europe, can sail from their homeland seaports in steamers that will bring them through the Golden Gate.

These people will find employment on the soil of California and they will in many instances become proprietors of the soil. They will help the native born American make California the most populous and the most wealthy state in the union.

The San Francisco world's fair will bring hundreds of thousands of people to California from all sections of the United States. Many of these are even now planning to invest in California lands when they come.

It is not disputed by any one that the portion of the Sacramento Valley traversed by the Sacramento Valley Electric Railroad offers the best inducements—the richest soils, the most water, the best climate and the lowest acreage price—on the coast. These people will be investors. They will be developers. And they will add to the earnings of the electric line from the first day they come to look, as long as they live. And their children and their children's children will patronize the electric lines throughout generations.

The growth of the valley, the coming of the great canal, the coming of the hundreds of thousands of

people, make the Sacramento Valley Electric Railroad an absolute economic necessity. The only question is this: Will **you** help build it and **own** it, or will you leave this unprecedented opportunity to **others**?

Preparing for the Panama Canal.

Baltimore is spending \$4,000,000 for additional dock facilities to take care of the increased commerce brought by the opening of the Panama canal.

Boston is spending \$10,000,000 for the same purpose. New York is spending a sum in excess of the expenditures of Boston and Baltimore combined. San Francisco is becoming awake to the need of unprecedented facilities to handle the flood of commerce which will come.

RUNNING TIME BETWEEN RED BLUFF AND SAN FRANCISCO

The Sacramento Valley Electric Railroad, with its connections over the Oakland, Antioch & Eastern, will reduce the running time between Red Bluff and San Francisco about two and one-half hours. The reduction between all intermediate points will, of course, be correspondingly great.

Fast electric trains stopping at the principal towns will be operated to maintain this time-saving schedule, while local trains will be giving that almost constant local service so beneficial to the rural districts and to interurban traffic.

Cheap, fast and safe electric trains are not only



Electric Passenger Train Such as Will Be Used on the Sacramento Valley Electric Railroad

free from competition, thus taking practically all of the passenger traffic that already exists, but they promote, encourage and increase the coming and the going of the people.

It is not to be understood by this that competing steam roads are crippled. On the other hand the history of American steam and electric railways shows that in every case where electrics have come into the territory of steam roads, the natural development of the territory brought by the electrics has been so great that even the steam lines eventually enjoyed increased traffic, while the electrics enjoyed an amount of business which the steam lines had never known. For example, the Akron, Bedford & Cleveland Electric line in Ohio began business twenty years ago in competition with two excellent steam roads. The total traffic of the steam lines within the electric's territory is greater today than ever before, and has shown a steady growth, while the traffic of the electric line is fourteen times greater than the passenger traffic of both the steam roads!

Electric lines develop the country through which they pass. The development means increased earnings. The San Francisco, Oakland & San Jose Railway almost doubled its earnings in four years; the Boston & Maine Electric gained fifty per cent. in the same length of time. In six years the Chicago & Milwaukee Electric's income sprang from \$171,000.00 to \$915,900.00.

The Sacramento Valley is developing even more rapidly than any other portion of America. Fast, cheap and safe transportation will, of course, cause it to develop much faster than ever before.

THE SACRAMENTO VALLEY ELECTRIC RAILROAD'S TERRITORY

The Sacramento Valley Electric Railroad with its extensions and branches, already surveyed, will be one hundred and sixty (160) miles in length. It will operate in five of California's wealthy and wonderfully fertile counties: Tehama, Glenn, Colusa, Yolo, and Solano, besides having direct connections with Sacramento, the capital city of the state, and San Francisco, the metropolis of the Pacific coast. The total area of the five counties is 7,262 square miles.

The total population in the federal census of 1910 was 67,790. The present population in total as conservatively estimated locally is 86,790. The total assessed valuation of property in the five counties in 1911 was \$88,618,633.00. This sum within the last year has greatly increased.

A GREAT POPULATION TO SERVE.

Direct connections with Sacramento and San Francisco place the Sacramento Valley Electric Railroad in position to serve a population of at least 1,000,000.

The cities, towns, shipping points and rural centers of the five counties are growing rapidly. In Tehama county are Red Bluff, the County Seat, Corning, Tehama, Los Molinos, Kirkwood, Richfield, Vina, Copeland, Ensign, Bohemia, Finnell, Tyler, Proberta, Raw-



Picking Prunes Along the Line of the Sacramento Valley Electric Railroad

son, Hooker, Ivrea, Blunt, Beegum, Colyear, Rosewood, Lowrey, Redbank, Henleyville, Flournoy, Pas-kenta, Jelly, Bend, Tuscan, Manton, Mineral, Gerber, Payne's Creek, Lyonsville, Cohasse.

In Glenn county are Willows, the County Seat, Or-land, Hamilton City, St. John, Butte City, German-town, Elk Creek, Wyo, Malton, Moda, Jacinto, Glenn, Princeton (part in Glenn and part in Colusa), Afton, Lyman, Norman, Logandale, Losa, Kurand, Athena, Fruto, Millsaps, Oriental, Floyd.

In Colusa are Colusa, the County Seat, Williams, Maxwell, Arbuckle, Fouts Springs, Lodoga, Sites, Quarry, Leesville, Venado, Sulphur Creek, Fairview, Lurline, Delevan, Macy, Sycamore, Grimes, Grand Island, Prize, Granmore, College City, Hershey, Har-ington, Genevra, Princeton (part in Colusa and part in Glenn).

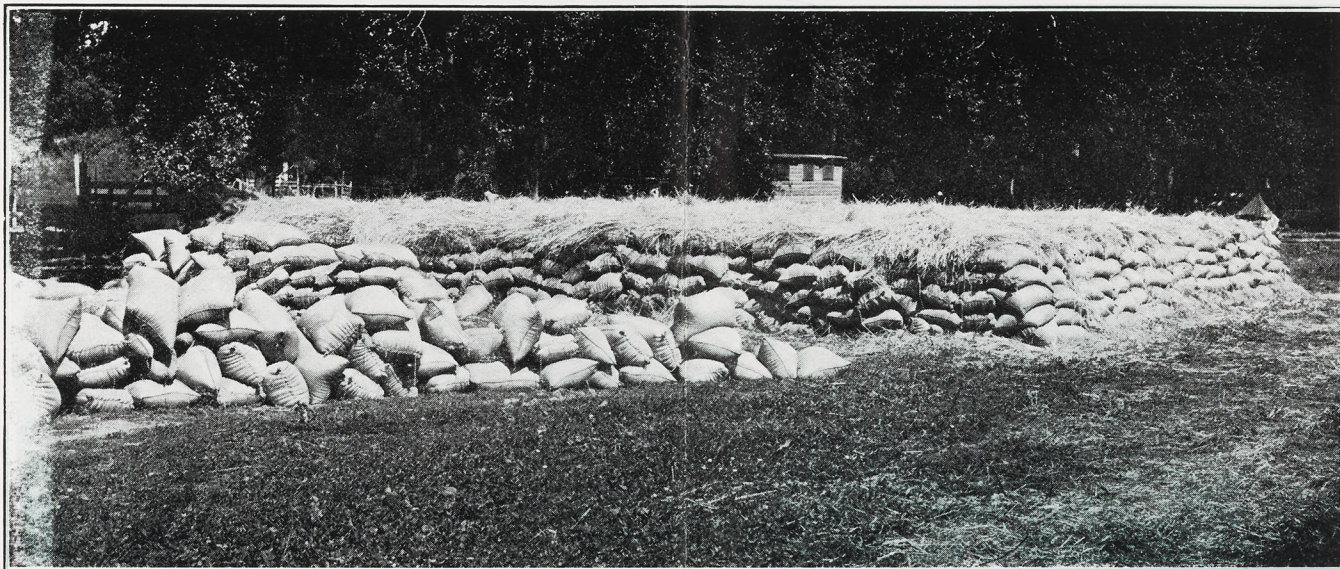
In Yolo county are Woodland, the County Seat, Win-ters, Plainfield, Cashmere, Sauterne, Guinda, Brod-erick, Amaranth, Surrey, Tancered, Brooks, Cadanassa, Capay, Esparto, Madison, Citrona, Plainfield, Norton, Wyckoff, Dunnigan, Bretona, Zamora, Ronda, Yolo, Elvaton, Mullen, Merritt, Davis, Swingle, Webster, Kobe, Minkon, Clarksburg, Knight's Landing, Graf-ton, Curtis, Laugenour, Peart.

In Solano are Fairfield, the County Seat, Benicia, Vacaville, Vallejo, Dixon, Briggston, Tremont, Ba-tavia, Cordelia, Elmira, Wolfskill, Allendale, Hartley, Violet, Cannon, Vanden, Tolenas, Sprig, Cygnus, Goodyear, Army Point, Teal, Suisun, Rio Vista, Bird's Landing, Dutton's Landing, Collinsville.

IRRIGATION IN THE SACRA- MENTO VALLEY

Water for irrigation in the Sacramento Valley is obtained in several ways. It is the best watered val-ley in the world. Farms irrigated by pumping plants are springing into existence on every hand. In Te-hama county, in the Corning section, there are about 170 fruit and vegetable farms aggregating 2000 acres watered from wells. In the Tehama section there are a dozen or so pumping plants irrigating about 500 acres. These are large wells, most of them ten inches in diameter. In the Red Bluff section there are about twenty-five pumping plants of smaller size irrigating some 500 or 600 acres. More are going down in the various communities. At Corning, for example, four well boring outfits are working every day and are far behind with their orders.

In Glenn county three years ago there were exceed-ingly few pumping plants. The farmers did not re-alize that there is such an abundance of water so near the surface. But slowly the pumping plant movement found a foothold and now there are upwards of one hundred plants irrigating between 3000 and 4000 acres. Furthermore, great areas of land have been sold to families who within the next year or so will occupy their holdings. It is estimated that 1000 pumping plants will be in operation in Glenn county within two years.



Grain Ready for Shipment in Colusa County

The pumping plant is coming to the front in Colusa county, especially in the Williams section, and irrigation by wells will rapidly spread to all parts of the county not watered by canals or pumps from the Sacramento river.

Yolo and Solano counties are advancing fast in pumping plant irrigation. One of the most extensive and successful pumping systems in the state is in Dixon. Wells are going down throughout the level sections of the two counties, and it is estimated that upwards of 5000 acres are watered by them.

Pumping wells on the west side of the Sacramento Valley are most generous in their output. There are many 10-inch wells which will furnish 800 gallons of water a minute. Ten gallons a minute equals one miner's inch, and in the west side of the valley one-half inch to the acre is the ordinary water allotment. It is being every day proved that a 10-inch well will furnish sufficient water to irrigate 125 to 160 acres.

This water is near the surface—from nine to thirty feet—and the proximity of the Coast Range mountains, rising from 5000 to 7000 feet high, guarantees that the water table cannot be appreciably lowered. The snowfall on the mountains is very heavy. The valley water supply is replenished every winter.

There are four ways in which water is obtained in the valley for irrigation: by pumping plants, by artesian wells, by reservoirs hoarding the flood waters

of the winter from the mountain streams and by drawing water from the Sacramento river.

Two magnificent artesian wells have been struck in Glenn county, one on the Shaw farm, and the other on the French farm. They each produce from 1000 to 1200 gallons a minute. In Tehama county is an artesian well at Gerber producing about 1000 gallons a minute. A number of farmers throughout the valley are planning to drill for artesian water. It is found at from 160 to 850 feet.

Great opportunities exist in the valley for irrigation by canal systems. In Glenn and Colusa counties the Sacramento Valley Irrigation company (Kuhn project), embraces canals capable of supplying water from the Sacramento river to 250,000 acres of land. The company bought about 150,000 acres and has sold to new settlers about half of its holdings. Its different units are rapidly becoming populated.

The United States Reclamation Service has built a great dam and reservoir at East Park on Stony Creek, and brought water by canals to irrigate some 14,000 acres at Orland. This project will be extended to water at least 40,000 acres of exceedingly productive soil.

In Yolo county the Yolo County Consolidated Irrigation company furnishes water from Cache Creek, which has its source in Clear Lake, for 16,000 acres. This successful project is capable of great extensions.

In total in the five counties to be served by the



A Pumping Plant at Maywood Colony in the Sacramento Valley. Irrigating 120 Acres of Alfalfa and Nursery Stock

Sacramento Valley Electric Railroad, some 400,000 acres are now practically ready for irrigation either by pumping plants, artesian wells, canals or water pumped from the Sacramento river. This acreage will be vastly increased within the next year.

TONNAGE PRODUCED IN THE SACRAMENTO VALLEY ELECTRIC RAILROAD'S TERRITORY.

Approximately 1,400,000 tons of farm products exclusive of live stock are produced annually in the five counties in which the electric line will operate.

These products, as is well known, range from sub-tropical fruits to wheat and barley.

In the foothills and the mountain ranges are raised upwards of half a million sheep. Tehama is the leading sheep producing county of the state. The cattle industry is very important. Hog raising, already a prominent industry, is increasing very fast. Great undeveloped timber tracts exist in the Coast mountains.

PASSENGER TRAFFIC OF THE VALLEY.

Income and Expenses Estimated.

In estimating the passenger traffic of the west side of the Sacramento Valley it must be borne in mind that with direct connections with San Francisco and Sacramento, the Sacramento Valley Electric Railroad will occupy a very wide field from which to draw passenger fares. Very careful estimates compiled after

months of diligent study of actual conditions as they exist today, place the first year's gross income of the road, from freight, passengers, express, mail, etc., at \$1,000,000. The cost of operation and maintenance will not exceed \$640,000 annually. These estimates are conservative and are so pronounced by electric railroad men who have made exhaustive investigations. The sum of \$360,000, it will be seen, will remain to provide for the fixed charges and dividends.

This is six per cent. on a total cost of \$6,000,000. The fact is, the Sacramento Valley Electric Railroad can and will be built, a complete and standard road, fully equipped, providing for eight passenger and express trains and two freight trains each way daily, between valley points and Sacramento and San Francisco, for much less money.

THE ELECTRIC RAILWAY

The modern electric railway hauls the heaviest freight and carries the smallest express package. It whirls a passenger from one end of its line to the other, or picks him up at one farm and lets him off at the next. It is the servant of the people. It carries the mail for the United States government. It with equal facility and at the lowest possible cost transports every product of the farm to market. It builds up communities. It makes the country keep in touch



Early Peaches and Cantaloupes Packed for Shipment on the West Side of the Sacramento Valley

with the city. It carries the city dweller to the country for a "breathing spell" and a holiday. It whisks the farmer to the city theater and in an hour or so after the curtain has fallen, sets him down at his door. It is the modern wonder.

ELECTRIC POWER.

Electric power at an exceptionally low figure has been arranged for in four separate ways.

Besides these, the company can control some of the finest undeveloped power sites in the west.

THE RAILROAD COMMISSION AS IT AFFECTS AND PROTECTS THE INVESTOR AND THE COMPANY.

The passage of the Public Utilities Act, which provides for the safe-guarding of the stocks, as well as the bonds, of the corporations which come under the jurisdiction of the Railroad Commission, has resulted in extensively widening the market for public utility stocks, particularly the preferred stocks of public service corporations.

The great powers conferred upon the Railroad Commission by the Public Utilities Act, providing for the regulation of the issuance of the stocks and bonds of public utilities, together with the broad views and fair attitude of the Commission itself, cannot but give to the securities of the corporations under its jurisdiction

a position of safety and stability of price, which would not be possible without the careful state supervision which is now assured through the provisions of the Act.

Neither stocks nor bonds may be issued by public utilities without the authorization of the Commission.

Such authorization is only given after careful investigation by the Commission's experts.

When authorization is given to issue securities, the proceeds of the sale of such securities can only be expended under the supervision of, and as ordered by, the Commission.

A full accounting must be given to the Commission of the expenditures of the proceeds from the sale of securities, after the extensions or improvements have been made.

The law further provides that detailed financial and operating reports must be submitted periodically to the Commission; that the records and premises of all public utilities must be open to the Commission, or its employees, at all times for the purpose of making whatever investigations they may see fit; and that no competing public utility may enter any new field without a certificate of public necessity from the Commission. These are a few of the provisions, among others, affording protection to the share-holder and the bondholder, as well as to the public.



Drying Fruit for Shipment Along the Route of the Sacramento Valley Electric Railroad.

IN A NUTSHELL

Authentic figures based on electric railway experience and actual conditions in the valley, guarantee that the Sacramento Valley Electric Railroad will pay 6 per cent. from the day it is opened.

Every hour, every day, the railroad's territory is growing—new settlers are pouring in from all over America.

Every agricultural family coming into the west side of the valley will be worth at least \$30 a year to the electric line by their shipments to and from their markets and their passenger traffic.

There is a sufficient acreage served directly by the new road to support 200,000 families.

In five years there will be at least 25,000 new families settled on west side land. Even at the rate they are now coming, there will be more than this number.

In five years the stock of the Sacramento Valley Railroad will be worth five times its face value; and as development will still continue, the value of the stock will continue to increase.

Look at the world-wide growing demand for food-stuffs; look at the fertile west side with its tremendous capacity for the production of what the world demands; consider the mighty eastern markets thrown open to California by the Panama canal; and, remembering that even now as an investment the enterprise will pay you as much as you ordinarily

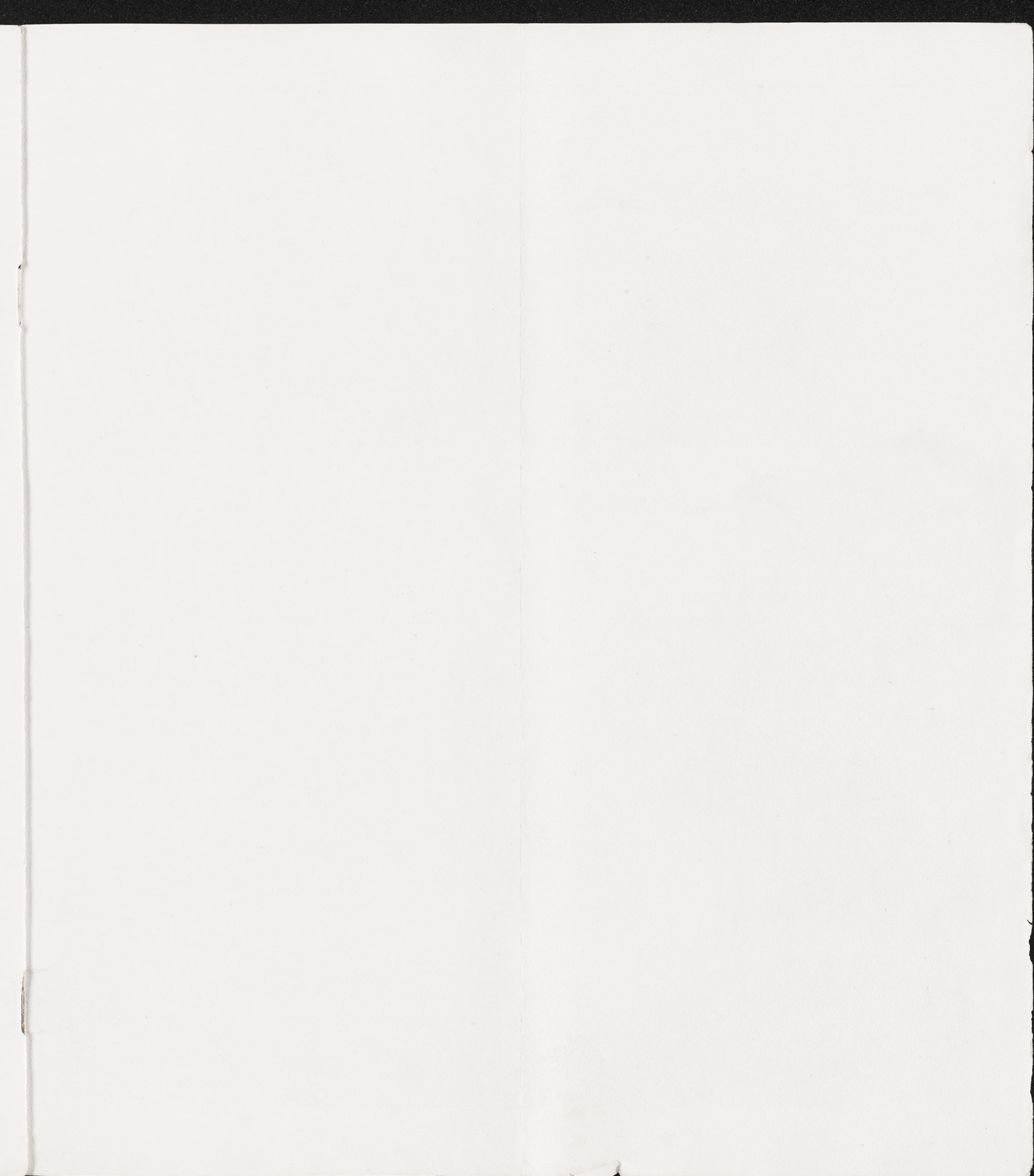
get on your money, contemplate the profits that will come to you when the valley is further advanced. There never was a more golden opportunity. But opportunities, however golden, are worthless unless they are grasped.

In deciding for yourself whether you will become one of the owners of this railroad, you owe it to yourself to carefully weigh all the facts presented in this booklet and to look in your own manner of investigation at this great valley with your mind and your eyes opened to its future.

The man who doubts that these millions of fertile acres will be brought under irrigation and cultivation while the world is clamoring for their produce, will be doubting the evidence of his own eyes, for the grand work of development is even now under way.

You owe it to yourself and to those dependent upon you to consider with all seriousness the rare opportunity here presented to go in on a great project that is open on the ground floor.

Almost before you realize it the Sacramento Valley Electric Railroad will be in operation, reaping the manifold profits which increasing development will bring. It is for you to decide whether you will be one of the wise and fortunate beneficiaries, or whether you will be compelled to recall your lack of confidence in this mighty valley, and look back on your failure to grasp a great opportunity with regret.



SACRAMENTO VALLEY ELECTRIC RAILROAD CO.

